

Broome Surf Life Saving Club



BROOME
SURF LIFE SAVING CLUB
EST 1987

Sponsorship Packages 2024

Introduction

Since 1987, Broome Surf Life Saving Club has provided a volunteer beach safety service of the highest standard to the community of Broome and to the thousands of visitors who enjoy Cable Beach every year.

In that time, Broome Surf Life Saving Club has provided more than 30,000 hours of beach patrol time at no cost to the community. If paid for, the cost of this service would equate to over one million dollars, but our service to the community is free.

Broome Surf Life Saving Club has grown from our initial membership of 10 people to our current member base of more than 1,000. This number is made up of Nippers (8 – 13 years), Youth (14 – 16), Seniors (16 and upwards), Associate Members and Community Members.

Broome Surf Life Saving Club has demonstrated a commitment to continually assess and improve our facilities and our level of service. This has created a strong and reliable club with an excellent record in youth development, junior activities, community service and sporting achievement.

Broome Surf Lifesaving Club is seeking your support to achieve our mission in providing comprehensive education, competition and participation programs for our members and the community.

Most importantly, it is our community that will benefit from your support. Your support will assist us in funding the purchase and maintenance of vital rescue equipment, the education of our beach patrol teams and to encourage our youth to participate and compete in Surf Lifesaving.

Broome Surf Lifesaving Club has several sponsorship packages available. Our strategy is to provide potential sponsors with different options to support our Club and multiple incentives such as signage, promotion and use of Club facilities in return.

Broome's Cable Beach is recognised as an iconic location, not just within Australia, but worldwide. Help us to ensure that Cable Beach remains a safe beach environment for all to use and enjoy.

Broome Surf Life Saving Club

Our Vision

To provide the Broome community with a safer environment at Cable Beach.

Our Mission

Broome Surf Life Saving Club is committed to being a volunteer, community-based provider of emergency services, recreation, sport and family involvement at Cable Beach, Broome, through best practice in:

- Ensuring a safe beach environment through the provision of lifesaving services through vigilance, education, prevention and rescue.
- The provision of comprehensive development programs for members to gain personal growth and develop skills.
- Promotion of all aspects of surf lifesaving and associated community-based activities with a special emphasis on youth.
- Promotion of excellence in surf sports through broad based participation, equity and access to competition and the opportunity to develop to National performance levels.

Benefits of Sponsorship with Broome Surf Life Saving Club Inc.

- Alliance with a high-profile, volunteer community organisation that is affiliated with the nationally recognised Surf Life Saving Australia movement.
- Business exposure at our state-of-the-art clubhouse facility located at Broome's iconic Cable Beach (named the world's third best beach in 2023 by TripAdvisor).
- Exposure through our social media channels and newsletter to Club patronage of over 1,000 members.
- Invitations to social events conducted throughout the year.
- Social memberships for employees over 18 years (Silver to Major sponsors).
- Complimentary hire of Club function space. (Silver to Major sponsors, conditions apply.)
- Access to our Ocean View Bar overlooking beautiful Cable Beach .
- An electronic plaque of appreciation to print and display in your workplace to show you are a valued sponsor of Broome Surf Life Saving Club.

MAJOR SPONSOR

**Sponsorship Investment
\$10,000 per annum**

The proposal includes:

- 1) Company name printed on patrol vehicle, which is on the beach every Sunday during patrolling season (May – October) providing high exposure.
- 2) Signage stating **Major Sponsor** and company name on Club's gear shed, which faces the pedestrian beach access path providing high exposure.
- 3) Signage stating **Major Sponsor** and company name on Sponsor's Board at clubhouse.
- 4) Two x free 24 hour hire of function space for business function (conditions apply).
- 5) Social Membership for up to six company employees.
- 6) Invitation to Sponsor's Sundowners.
- 7) One business profile write-up in electronic Club newsletter and promotion through social media channels.
- 8) An electronic Plaque of Appreciation to print and display at your business premises.
- 9) Exposure on Club website including link to company or business.

This package is for a term of one year. Exclusive packages are not available unless accepted by the Club's Board of Directors

PLATINUM SPONSORSHIP

**Sponsorship Investment
\$5,000 per annum**

The proposal includes:

- 1) Signage stating *Platinum Sponsor* and company name on Club's gear shed, which faces the pedestrian beach access path providing high exposure.
- 2) Signage stating *Platinum Sponsor* and company name on Sponsor's Board at clubhouse.
- 3) One x free 24 hour hire of function space for business function (conditions apply).
- 4) Social Membership for up to six company employees.
- 5) Invitation to Sponsor's Sundowners.
- 6) One business profile write-up in electronic Club newsletter and promotion through social media channels.
- 7) An electronic Plaque of Appreciation to print and display at your business premises.

This package is for a term of one year. Exclusive packages are not available unless accepted by the Club's Board of Directors

GOLD SPONSORSHIP

*Sponsorship Investment
\$2,000 per annum*

The proposal includes:

- 1) Signage stating **Gold Sponsor** and company name on Club's gear shed, which faces the pedestrian beach access path providing high exposure.
- 2) Signage stating **Gold Sponsor** and company name on Sponsor's Board at clubhouse.
- 3) One x free day (8am-5pm) or night (5pm-midnight) hire of function space for business function (conditions apply).
- 4) Social Membership for up to six company employees.
- 5) Invitation to Sponsor's Sundowners.
- 6) One business profile write-up in electronic Club newsletter and promotion through social media channels.
- 7) An electronic Plaque of Appreciation to print and display at your business premises.

This package is for a term of one year. Exclusive packages are not available unless accepted by the Club's Board of Directors.

SILVER SPONSORSHIP

**Sponsorship Investment
\$1,000 per annum**

The proposal includes:

- 1) Signage stating *Silver Sponsor* and company name on Club's gear shed, which faces the pedestrian beach access path providing high exposure.
- 2) Signage stating *Silver Sponsor* and company name on Sponsor's Board at clubhouse.
- 3) One x free half-day (8am-12pm or 12pm-5pm) hire of function space for business function (conditions apply).
- 4) Social Membership for up to six company employees.
- 5) Invitation to Sponsor's Sundowners.
- 6) Promotion through Club social media channels.
- 7) An electronic Plaque of Appreciation to print and display at your business premises.

This package is for a term of one year. Exclusive packages are not available unless accepted by the Club's Board of Directors

BRONZE SPONSORSHIP

**Sponsorship Investment
\$500 per annum**

The proposal includes:

- 1) Signage stating ***Bronze Sponsor*** and company name on Club's gear shed, which faces the pedestrian beach access path providing high exposure.
- 2) Signage stating ***Bronze Sponsor*** and company name on Sponsor's Board at clubhouse.
- 3) Invitation to Sponsor's Sundowner.
- 4) Promotion through Club social media channels.
- 5) An electronic Plaque of Appreciation to print and display at your business premises.

This package is for a term of one year. Exclusive packages are not available unless accepted by the Club's Board of Directors

NOTATIONS

GST on Sponsorship Packages

Sponsorships are subject to GST. Sponsorship invoices will have GST levied in addition to the package prices noted above. Businesses can then claim this GST back as part of your regular BAS return process.

For example, a Gold sponsorship package will be invoiced at \$2,200 (\$2,000 sponsorship plus \$200 GST).

Free Function Room Hire

Subject to availability. Sponsors are required to comply with the Club's Hire Agreement terms and conditions.

Function bookings can be made by contacting the Club Manager at admin@broomeslsc.org.au. You must complete a "Hire Application and Agreement Form" and pay a \$500 bond (refundable net of cleaning costs) to secure your booking. Please advise that you are a sponsor when making your booking.

Donations

If you wish to support the Club and require nothing in return, this is classed as a donation. Donations are GST free and fully tax deductible, as the Club has a registered charitable status. The above sponsorship benefits do not apply to donations.

Acknowledgement

The Board and Members of Broome Surf Life Saving Club would like to acknowledge and thank you for your sponsorship, which helps us to continue to operate as a volunteer club and concentrate on our core mission of keeping the public safe on our iconic Cable Beach.